THE APP

The goal of this project is to develop a German language learning app that provides users with a comprehensive set of features to improve their German language skills. The app aims to be user-friendly, interactive, and accessible to beginners and individuals with a strong desire to learn German.

Problem

Traditional language learning methods lack flexibility, making it challenging for users to integrate learning into their busy schedules, resulting in inconsistent practice and slow progress.

Solution

Develop a user-friendly language learning app that prioritizes short, focused sessions and employs basic language learning and practice techniques. This approach accommodates busy lifestyles, ensuring users can easily engage in language learning anytime, anywhere, fostering regular practice and steady improvement.
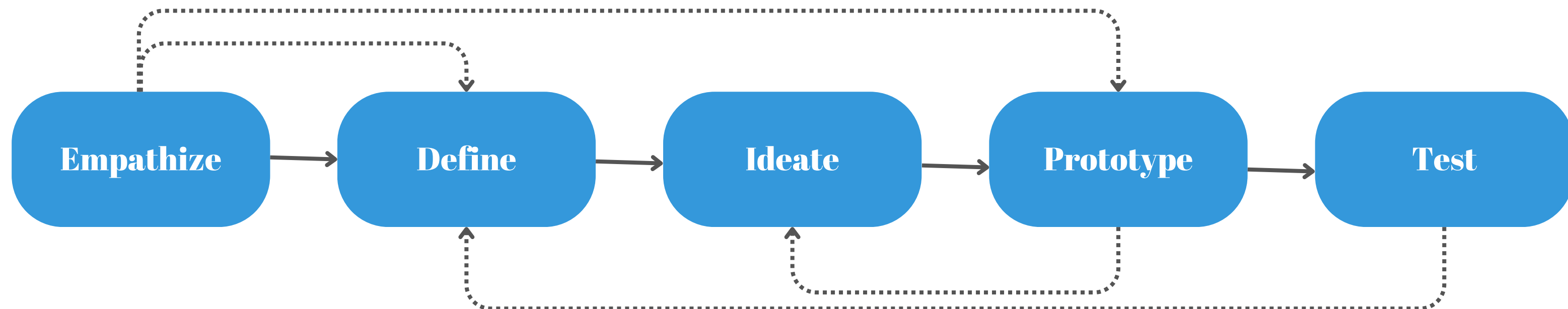
MY ROLE

Full Stack Development
Competitor Analysis
UX Research
Information Architecture
Wireframing & Prototyping
Usability Testing
UI Desing

TOOLS

Figma
visual Studio Code
Firebase
LucidCharts

PROCESS

| Empathize | Define | Ideate | Prototype | Test |

1. Compeetitor Analysis   2. User Research   3. User Persona   4. Information Architecture   5.Sketches   6. Wireframes   7. Usability Teesting

IDENTIFY TARGET AUDIENCE AND USERS

Target Audience, Individuals seeking to attain A1 and A2 proficiency in the German language, including students, travelers, and professionals. Develop user personas representing diverse profiles of A1 and A2 learners. Map the user journey from app discovery to achieving proficiency, identifying touchpoints and challenges.

COMMON FINDINGS

<u>Insight: Pronunciation Challenges</u>
- **User Complaint:** Many users express frustration with mastering German pronunciation, citing difficulties in understanding and producing the unique sounds of the language.
- **Impact on Learning:** Poor pronunciation can lead to communication breakdowns and hinder confidence, discouraging users from engaging in regular language practice.

<u>Insight: Grammar Complexity</u>
- **User Complaint:** Learners often find German grammar rules complex and challenging to grasp, leading to errors in sentence construction and overall comprehension.
- **Impact on Learning:** The perception of grammar as a daunting obstacle creates a mental barrier, deterring users from consistent practice and hindering their progress.

COMPETITIVE ANALYSIS

	Duolingo	Babbel
Positives	• Duolingo excels in gamification, making language learning enjoyable through interactive exercises, rewards, and a competitive element with friends. • One of Duolingo's strengths is its free access model, allowing users to access a wide range of language lessons without a subscription fee, making it accessible to a broad audience. • audio feature for a proper pronunciation of the words	• Babbel offers well-structured learning paths that guide users through a series of lessons, ensuring a systematic and comprehensive language learning experience. • Babbel places an emphasis on practical language skills, providing lessons and exercises that simulate real-life conversations, which many users find valuable for practical use.
Negatives	• Some users argue that the gamification elements may overshadow the depth of language learning, potentially leading to a more casual approach to study. • While Duolingo provides pronunciation exercises, the feedback on pronunciation is somewhat limited compared to more advanced speech recognition systems. • aggresive promotion of their upgrade	• Unlike Duolingo's free model, Babbel requires a subscription for full access to its content, which may be a deterrent for cost-conscious users. • Babbel's approach to gamification is more subdued compared to Duolingo, which may make the learning experience less engaging for users who thrive on game-like elements. • audio feature for a proper pronunciation of the words

COMPETITIVE ANALYSIS

Key Insights

1. **Gamification vs. Structure:**
   - Positive gamification elements can make language learning fun, but there's a balance to strike to ensure that the educational content is not overshadowed.
2. **Pricing Models Impact User Acquisition:**
   - The choice between free access and subscription-based models significantly influences the user base and perceived value of the app.
3. **Real-Life Application:**
   - Apps that focus on real-life conversational skills tend to be more attractive to users seeking practical language proficiency.
4. **Pronunciation Feedback:**
   - Advanced and accurate pronunciation feedback is a key factor in user satisfaction and effective language learning.

INFORMATION ARCHITECTURE

Creating user flows for the main task of the app sets out the path users will follow in order to achievee their goals and visualize how I expect them to move through lingufy
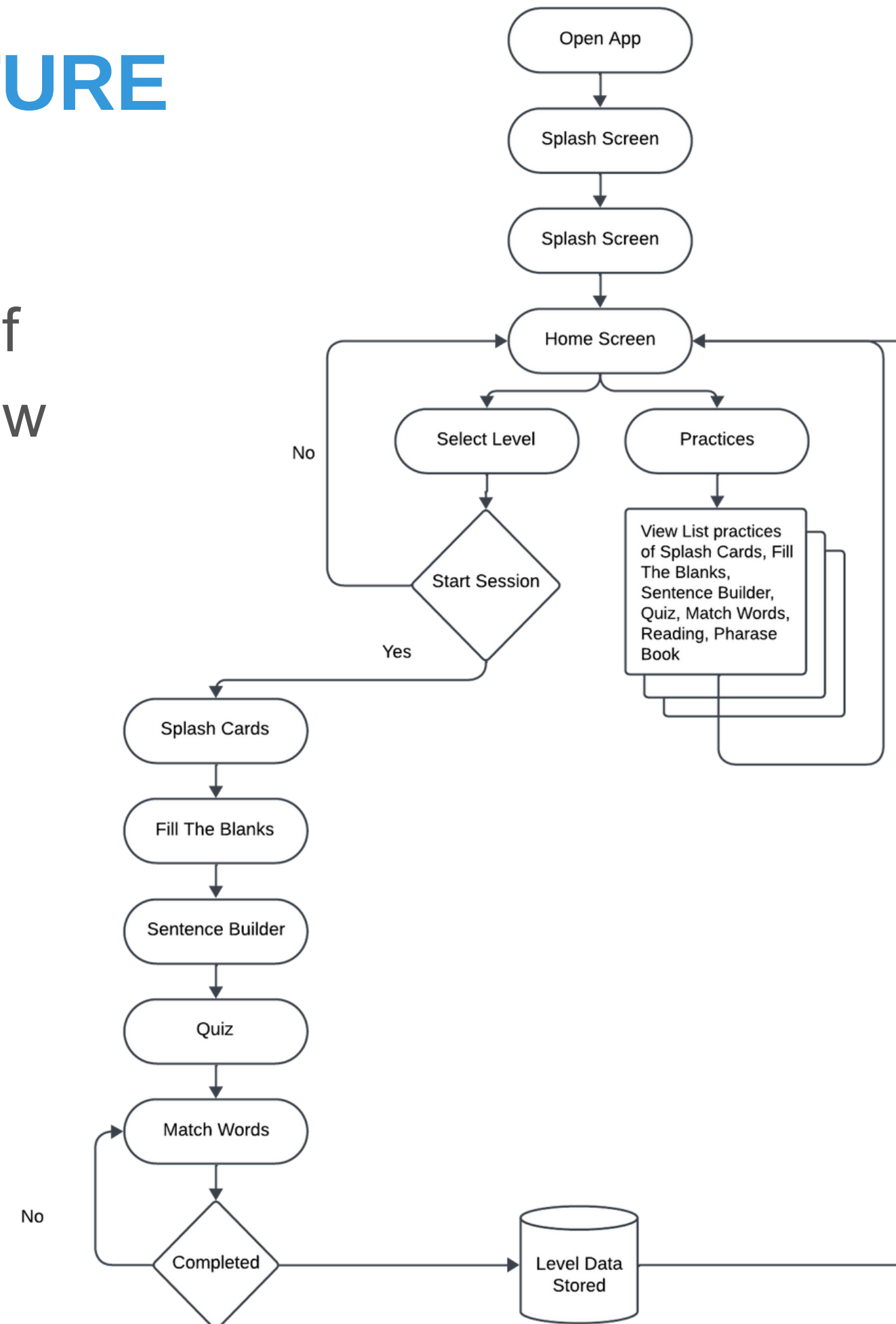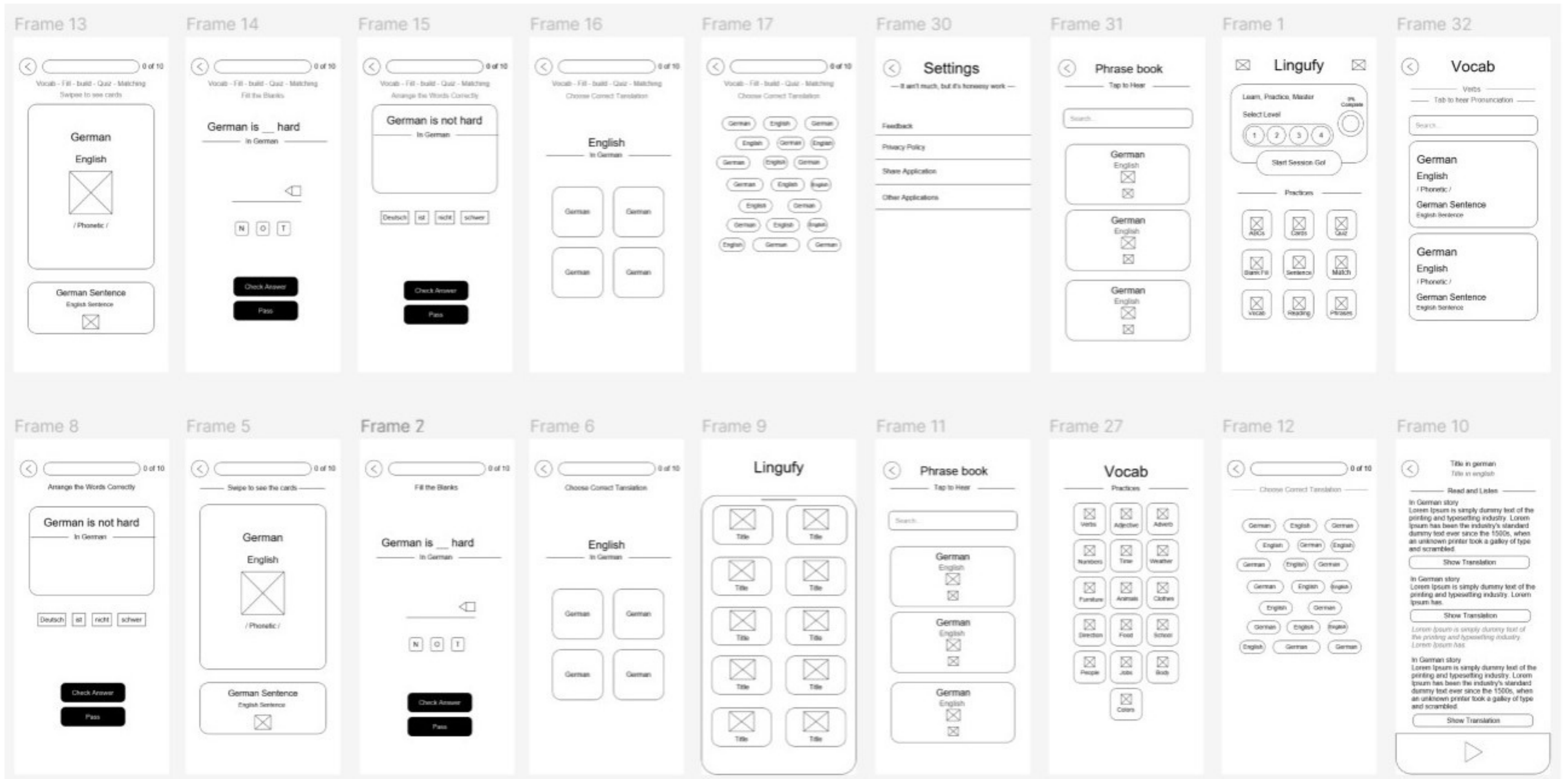
WIREFRAMES AND PROTOTYPING

With the previously created user flow in mind, I started sketching out basic wireframes to get ideas on how my prototype should look like and identify suitable user-friendly design solutions
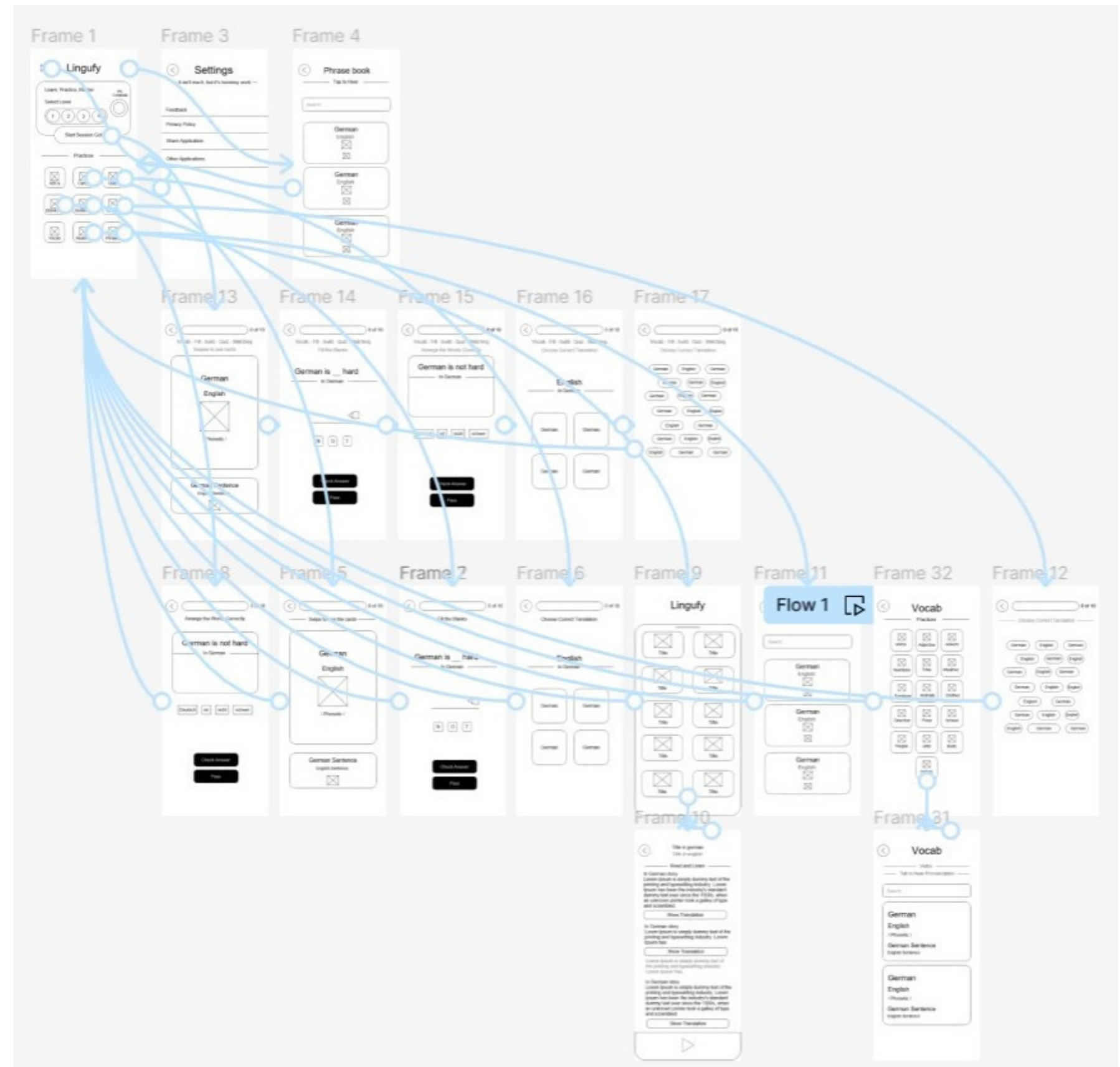
WIREFRAMES AND PROTOTYPING

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By moving forward from the initial sketches to mid-fieldly wireframes, I was able to create a prototype that will help with the teeesting of the key functionality of the app

Screens